

PROPOSAL EVALUATION

Methods of Evaluating Proposals

Applicants should ensure that the following evaluation criteria are addressed within the proposal narrative. Proposals will be evaluated on the following criteria:

- a. Need for the project, excluding, however, routine operational expenses such as management salaries or other's salaries associated with normal operation of farm markets/marketing entities, utility bills, and insurance premiums.
- b. Direct benefit to farmers/vendors, provided any benefit for individual farmers/vendors are provided for every market participating farmer/vendor in a market/market entity.
- c. Project innovation.
- d. Degree of collaboration/partnerships and farmer/producer participation.
- e. Quantitative evaluation and measurement of the project's impact.
- f. Project sustainability/long-term impact.
- g. Transferability of project outcomes.
- h. Reasonableness of budget.

The Agricultural Marketing Service, Transportation and Marketing Program, will review, score and rank each applications based on the evaluation criteria. All eligible and complete applications will be ranked based on the total scores and the highest scoring applications will be selected until funding is depleted. Based on a total score of 100, the maximum numerical weight for each evaluation criteria are as follows:

1.	Need for Project	-	25
2.	Direct Benefit to Farmers/Vendors	-	15
3.	Reasonableness of Budget	-	15
4.	Transferability of Project Outcomes	-	10
5.	Project Innovation	-	10
6.	Project Sustainability	-	10
7.	Degree of Collaboration/Partnership	-	10
8.	Quantitative Evaluation/Measurement	-	<u>05</u>
	Total Score	-	100

Grant Amounts – The amount of funds available for FMPP grants in FY 2006 is approximately \$1 million. The maximum amount of Federal funds awarded for any one proposal will be \$75,000.

Number of Awards – No applicant can receive more than one FMPP grant.